March 1, 1993

TO: Jim Morris

FROM: Kathy Pinto

RE: Revision to Bronson/Monarch Counter Displays

Following is the note I forwarded to all Store Managers.

Stores must keep the Bronson/Monarch counter display on the counter in its current location to continue receiving their current RDA payments from RJR. If counter display is removed, RDA payments for your store may be jeopardized.

When the Doral Floor Display is removed, you must merchandise your Doral packs in the counter display next to Monarch. This counter display will now be a Doral/Monarch display.

To help the sales of Doral during this time of transition, your RJR rep will be couponing Doral cartons with a $4.00 off coupon and packs with a .40 cents off coupon.

If you have any qestions regarding this communication, please call Kathy Pinto at ext. 8858.

Thanks,

Kathy/cy

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KJP/cy

Source: https://www.industrydocuments.ucsf.edu/docs/szjn0000